

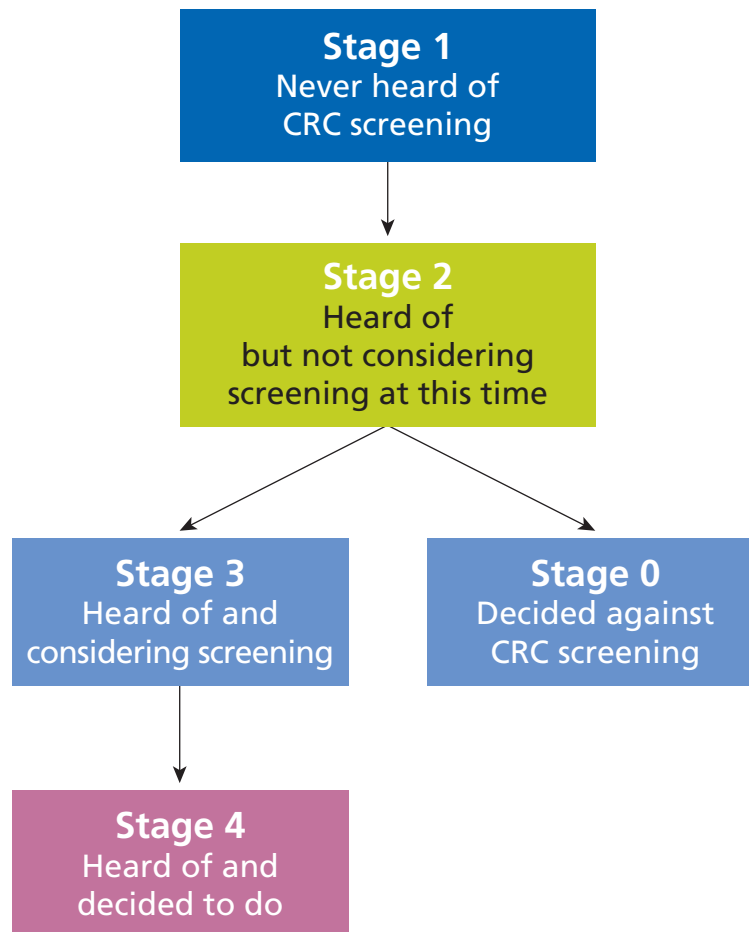
Essential #4: An Effective Communication System

A. Options for Action

- Stage-based Communication
- Shared Decisions, Informed Decisions, Decision Aids
- Staff Involvement






A Decision Stage Model for CRC Screening^{††††††††}



^{††††††††} This version of stage theory was adapted from the work of by RE Myers.

Decision Stages and Corresponding Physician Message

Decision Stage	Physician Message
1. Never heard of CRC screening 	1. Provide basic information about risk of CRC and benefits of screening.
2. Heard of, but not considering CRC screening 	2. Remind patient about risk and benefit of CRC screening. Discuss screening options.
3. Heard of and considering CRC screening 	3. Assist patient to select a screening option. Help identify barriers and possible solutions.
4. Heard of and decided to do CRC screening	4. Discuss logistics. Answer questions.
0. Decided against CRC screening	0. Probe for reasons and address them.

Brief Questionnaire to Identify Decision Stage*****

Use this questionnaire when starting a conversation with a patient about screening. It will help you identify the readiness of the patient for screening.

Describe the specific screening test – e.g., stool blood test , CT colonography (CTC), or colonoscopy (CS), etc.

1. Have you ever heard of a (stool blood test, CTC, CS)?
Yes – Go on
No – Stop (Stage 1)
2. Are you thinking about doing a (stool blood test, CTC, CS)?
Yes – Go on
No – Stop (Stage 2)
3. Which of the following statements best describes your thoughts about doing a (stool blood test, CTC, CS) in the future?
 - a. I have decided against doing a (stool blood test, CTC, CS). (Stage 0)
 - b. I'm thinking about whether or not to do a (stool blood test, CTC, CS). (Stage 2 or 3)
 - c. I have decided to do a (stool blood test, CTC, CS). (Stage 4)

Responses place the individual in a decision stage related to screening test use:

Stage 0: Decided against
Stage 1: Never heard of
Stage 2: Heard of – not considering
Stage 3: Heard of – considering
Stage 4: Heard of – decided to do

PDSA Worksheet for Testing Change

Aim: (overall goal you wish to achieve)

Every goal will require multiple smaller tests of change

Describe your first (or next) test of change:	Person responsible	When to be done	Where to be done

Plan

List the tasks needed to set up this test of change	Person responsible	When to be done	Where to be done

Predict what will happen when the test is carried out	Measures to determine if prediction succeeds

Do

Describe what actually happened when you ran the test

Study

Describe the measured results and how they compared to the predictions

Act

Describe what modifications to the plan will be made for the next cycle from what you learned

Internal Practice Questionnaire

Goals

Are we functioning in alignment with our greater purpose? Our vision?

Do we need to reevaluate our goals?

What is working well? Why?

What is not working? Why?

What can be done differently?

Are we providing the services we said we wanted to provide?

Should we reevaluate the services we offer?

Materials

How do the cancer prevention materials fit our needs?

Should we modify any of the cancer prevention materials?

Documentation

Are we documenting the services we provide?

Staff Performance and Satisfaction

How are the staff performing their functions?

Are staff stepping in where needed?

Are staff working together as a team?

Are all staff contributing suggestions?

How do staff members feel about their work?

Do staff members feel supported and heard?

Patients

How are our patients responding to the change?